

## Government e-Marketplace (GeM)

### Background

Established in 2016, [Government eMarketplace \(GeM\)](#) embodies the principles of "Minimum Government, Maximum Governance," replacing traditional manual procurement processes with a paperless, cashless and contactless online ecosystem for government buyers to directly purchase products and services from pan-India sellers and service providers. GeM has redefined public procurement in India to promote digital governance and ease of doing business.

GeM's Gross Merchandise Value (GMV) has grown exponentially from **₹422 crore** in FY 2016-17 to **₹5.43 lakh crore** in FY 2024-25. Maintaining this strong growth trajectory, GeM recorded a GMV of **₹5.03 lakh crore** in FY 2025-26. The cumulative GMV on the platform has reached ₹18.42 lakh crore as of 31<sup>st</sup> March 2026. The platform has significantly strengthened inclusive growth, with 11.62 lakh MSEs onboarded on GeM, contributing ₹8.26 lakh crore, accounting for 44.9% of the total GMV. Among these, 2.10 lakh women-led MSEs have executed over 47 lakh orders valued at ₹88,592 crore. Further supporting innovation and entrepreneurship, 38,539 startups have been onboarded on GeM and have fulfilled orders worth ₹57,600 crore. GeM currently supports procurement for more than 1.36 lakh buyer organizations across 10,978 product categories and 356 service categories, reinforcing its role as a comprehensive and inclusive national public procurement platform.

### Best Practices for Competitive Procurement

#### 1. Efficiency

- i. GeM has an end-to-end online procurement lifecycle, from vendor registration and cataloguing to bidding, order fulfilment and payments. This online ecosystem not only reduces paperwork and manual intervention but also ensures traceability through an auditable trail of every transaction.
- ii. Reduced bidding time cycles (~10 days) refers to GeM's streamlined and technology-driven bidding framework that significantly shortens the overall procurement timeline compared to traditional tendering processes.
- iii. User-specific dashboards and notification systems further enhance efficiency by enabling buyers and sellers to track transactions, deadlines and compliance requirements in real time, thus ensuring smooth and accountable procurement flows.
- iv. Continuous monitoring through ratings, buyer feedback and third-party quality checks ensures that vendors maintain high service standards. This strengthens buyer confidence and enforces accountability among sellers.
- v. Online Incident Management Module of GeM ensures time-bound resolution of issues raised by buyers and sellers. Transparent escalation mechanisms, coupled with complete audit trails of every procurement transaction, foster trust

and accountability. This system protects the interests of stakeholders, minimizing disputes and strengthening confidence in digital procurement.

- vi. GeM has integration with various master databases like AADHAR, PAN, MCA21, etc, to enable seamless flow of data to provide online services.
- vii. GeM enables end-to-end online order fulfilment, integrated with multiple digital payment systems such as PFMS, IFMS and GeM Pool Account. These integrations ensure timely payments and reduce delays.

## **2. Transparency**

- i. All bid and contract details are publicly available on the GeM portal, reinforcing transparency and enabling external scrutiny.
- ii. The inclusion of features like a bid representation window and challenge rejection window ensures that vendors have a fair chance to contest or clarify procurement outcomes, thereby strengthening accountability.
- iii. The rule-bound workflows embedded within the system ensure adherence to policy guidelines and prevent procedural deviations.
- iv. GeM promotes standardization through the adoption of globally recognized product and service classification systems such as the United Nations Standard Products and Services Code (UNSPSC). Standardized technical specifications and parameters minimize ambiguity, prevent restrictive and enable fair comparison across vendors.
- v. GeM enables real-time price discovery through bidding/reverse auctions, ensuring competitive pricing for government buyers.
- vi. Leveraging AI, ML, and big data analytics, GeM enables demand forecasting, anomaly detection, and supplier benchmarking. These insights empower buyers to make informed procurement decisions while supporting proactive category management.
- vii. To ensure fairness and avoid cartelization in high-volume and repetitive procurement, GeM incorporates innovative mechanisms such as Run L1 and Random 10 selection. These features promote equitable opportunity among eligible sellers, ensure competitive pricing, and enhance transparency.

## **3. Inclusivity & Empowerment of MSEs and Startups**

- i. Inclusivity remains a cornerstone of GeM's design. Simplified registration, reduced vendor assessment fees, and targeted onboarding drives encourage participation from startups, artisans, women entrepreneurs, and local vendors.
- ii. The platform provides dedicated marketplace filters for MSEs and startups, including special categories like Womaniya for women-led enterprises making it easier for buyers to directly procure from these groups.
- iii. With nearly 44.9% of procurement routed through MSEs, GeM has become a key driver for local economic growth.

- iv. 8 Dedicated outlet stores and initiatives like Udyam integration further streamline market access for these enterprises, creating a level playing field and reinforcing equitable competition.

### Buyer Stories:

- Procurement Savings**

National Thermal Power Corporation (NTPC)	Realised savings of <b>₹2,000 Cr</b> on a <b>₹20K Cr</b> Mine Development contract through reverse auction.
Bank of Baroda	Realised savings of <b>₹34 Cr</b> on CAPEX procurement of 3,500 ATMs worth <b>₹700 Cr</b> through reverse auction.
NCERT	Realised savings of <b>₹155 Cr</b> in Maplitho paper procurement (42,600 MT) in FY 2024-25, reducing cost from ₹104.4/kg to ₹69.05/kg and directly lowering NCERT textbook prices for students.
Ministry of Environment, Forest and Climate Change (MoEFCC)	Achieved savings of <b>18%</b> on a bid of estimated value <b>~₹13.7Cr.</b> for the transition of Extended Producers Responsibility Portal into a unified portal.
Airport Authority of India	Realised savings of <b>19%</b> on a bid of estimated value <b>~₹ 22.8 Cr</b> for Multi-Protocol Label Switching (MPLS) services.
South-Eastern Coalfields Limited (SECL)	Realised savings of <b>19%</b> on composite mining services worth <b>₹1,702 Cr.</b>

- Unique Procurement**

Forest Department (Gujarat)	GIS survey and demarcation of 20,000 hectares of forest land (₹64 Lakh).
Energy Department (Odisha)	Supply, installation and maintenance of Solar Power Plant for 10 years (₹41 Crore).
Unique Identification Authority of India (UIDAI)	Establishing and Running district-level AADHAR Sewa Kendra (₹3,427 Crore).